

# AUTOMATION

# FOR OFFICE

# PLANNING

# STRATEGIC

Advanced  
Office  
Concepts

Advanced Office Concepts Corporation  
One Bala Cynwyd Plaza, Suite 433  
Bala Cynwyd, PA 19004  
215/667-5993

Washington, D.C. — September 22-24, 1981  
Los Angeles — October 21-23, 1981  
Chicago, Ill. — November 10-12, 1981  
New York, N.Y. — November 17-19, 1981

Advanced Office Concepts, Corporation  
Suite 433, One Bala Cynwyd Plaza  
Bala Cynwyd, Pa. 19004

# IMPORTANT

Available for the FIRST TIME . . . a 3 day, in-depth seminar presented by Amy D. Wohl, Dr. Howard L. Morgan and H. Edward White. STRATEGIC PLANNING FOR OFFICE AUTOMATION is a unique learning opportunity for the OFFICE ADMINISTRATOR, MANAGEMENT INFORMATION SPECIALIST, SYSTEMS ANALYST and EDUCATOR.

Aug 81

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## REGISTRATION INFORMATION

Seminar enrollment is limited to 75 persons. Registration is accepted in the order in which payment is received. The seminar fee is \$695. per person, including 3 luncheons, morning and afternoon coffee breaks, and all seminar materials.

To register, please detach and complete the attached registration form with your check in the amount of \$695. Payable to "AOCC". Substitutions are accepted at anytime. For additional information, please telephone Advanced Office Concepts Corporation Registrar At 215-667-5993.

## HOTEL ACCOMMODATIONS

### WASHINGTON, D.C. SEPTEMBER 22-24, 1981

Capital Hilton  
16 & K Street, N.W.  
Washington, D.C. 20036  
202-393-1000

### LOS ANGELES, CALIF. OCTOBER 21-23, 1981

The Ambassador  
3400 Wilshire Boulevard  
Los Angeles, California 90010  
213-387-7011

### CHICAGO, ILL. NOVEMBER 10-12, 1981

The Ambassador West  
1300 North State Parkway  
Chicago, Illinois 60610  
312-787-7900

### NEW YORK, N.Y. NOVEMBER 17-19, 1981

St. Moritz  
on-the-park  
50 Central Park South  
New York, New York 10019  
212-Plaza 5-5800

A block of rooms has been reserved at the hotels listed above for seminar participants. These rooms will be available up to three weeks before the date of your seminar session. If you need accommodations; please contact the hotel directly. Be sure to act promptly and mention Advanced Office Concepts Corporation, for reduced room rates and preferred treatment.

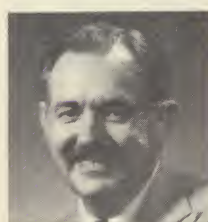
## THE SEMINAR LEADERS



**Amy D. Wohl** is President and co-founder of Advanced Office Concepts Corp., of Bala Cynwyd, Pa., which provides consulting services in product design and development, strategic planning, equipment evaluation and systems design. Prior to forming Advanced Office Concepts, Mrs. Wohl was Executive Editor of the Office Systems Group for Datapro Research Corporation. She is widely known for her expertise on word processing and office automation and has lectured before diverse groups in the U.S. and abroad. Mrs. Wohl is a contributing editor to *Datamation* magazine. Mrs. Wohl received the B.A. in Economics at LaSalle College and the M.A. in Economics at Temple University, where she was an NDEA doctoral fellow.



**Dr. Howard Lee Morgan, CDP** is Professor of Decision Sciences at the Wharton School and Professor of Computer and Information Sciences at the Moore School of the University of Pennsylvania. He is also Chairman of Advanced Office Concepts, Corp., of Bala Cynwyd, Pa., a consulting and publishing firm. He has held faculty appointments at Cornell University, where he received his Ph.D in Operations Research; California Institute of Technology and Harvard Business School. Dr. Morgan has served as a consultant to the United Nations, the United States government and numerous private corporations.



**H. Edward White** is an Associate Consultant with Advanced Office Concepts, Corp. He has served in product planning, marketing and management capacities with AM International and the A.B. Dick Company, where he conceived the Magna series of word processors. Earlier experience includes design of communicating typewriters and data recorders. He co-authored a book on keypunch replacement. Mr. White has spoken before numerous word processing and data processing groups. His specialties include text and data communications, storage and printer technologies, and total systems applications. Mr. White received a B.S. degree in Industrial Engineering from Case Western Reserve University and has done graduate work in computer sciences.



## REGISTRATION FORM

### STRATEGIC PLANNING FOR OFFICE AUTOMATION

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September 22-24, 1981
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- ☐ Los Angeles, Calif.  
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- ☐ New York City, N.Y.  
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Please register the following attendees for:  
(Please print or type)

Name \_\_\_\_\_ Title \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone Number \_\_\_\_\_

Please send this form with your check for \$695. (Additional attendees are \$595. each). All payments must be in U.S. funds, drawn on a U.S. bank to:

Advanced Office Concepts, Corporation, One Bala Cynwyd Plaza, Suite 433, Bala Cynwyd, PA. 19004.

For Additional Information: Telephone: 215-667-5993 — AOCC Registrar.

- ☐ I can't attend this time: please send me future mailings.  
☐ Send me a sample copy of an AOCC Newsletter.

PLEASE DETACH THIS FORM

## STRATEGIC PLANNING FOR OFFICE AUTOMATION

Interest in Office Automation is high . . . nearly everyone involved with office management, administrative support, data and word processing management is concerned with its impact on equipment purchases, personnel, operations, and training.

Strategic Planning for Office Automation addresses issues which aid concerned users in managing operations for today while preparing for tomorrow.

- What are the rewards of office automation?
- What technologies will impact the products of tomorrow?
- What planning needs to be done today to ensure a smooth transition toward using the products of tomorrow?
- What are the best application areas to develop first? How can they be identified?
- Is it best to use pilot installations?
- How is their success measured?

Evaluation methodologies, developed and utilized by the seminar leaders, will help the planner identify, gather and analyze corporate information, and apply the analysis to the design and selection of current or future office automation systems. These methodologies have been proven effective in the systems installations of Fortune 500, vendor organizations and government facilities.

Three case studies, based on actual office automation experiences, will be reviewed. These are representative of client experiences of Advanced Office Concepts Corporation.

Seminar Leaders are prominent experts:

- Amy D. Wohl
- Dr. Howard Lee Morgan
- H. Edward White

### WHO SHOULD ATTEND

- Executives responsible for office administration and management, data processing, word processing, communications.
- Managers of data and word processing operations
- Communications managers
- Strategic planners
- Management information specialists
- Office information systems specialists

# SEMINAR SCHEDULE

## First Day

- 9:00 a.m. Arrival and registration  
Morning coffee
- 10:00 **I. TECHNOLOGIES FOR THE AUTOMATED OFFICE**  
Why Automate?
- Improve Productivity
  - Maximize Human Resources
  - Need for Better Information
- Strategic Planning
- Studying the Business Organization
  - Identifying the requirements and opportunities
- Office Technologies for the 80's
- Word Processing
  - Stand-Alone, Shared Resource, and Multifunction Systems
- 12:15 p.m. Luncheon
- 1:30-5:00
- Data Processing
  - Mainframe terminals as Office Work Stations
  - Distribute Processing
  - Optical Character Recognition
  - Photocomposition
  - Printers and Ink Jet Applications
  - Electronic Records Management
  - Electronic Mail
- 5:15-6:15 Social Reception

## Second Day

- 8:15 a.m. Morning coffee
- 8:30 Office Technologies for the 80's (con't)
- Administrative Support Function
  - Calendars, Scheduling, Tickler Files
  - Telephone Messages, Mail Logs
  - List Processing
  - Voice Store and Forward
  - Voice Processing
  - Teleconferencing
  - Personal Computing

12:15 p.m. Luncheon

1:30-3:15

## II. METHODS OF EVALUATION

Identifying Types of Information  
What to Measure and How to Measure  
Information Gathering Techniques

- Studying the Entire Organization vs. Building a Model
- Observation vs. Participation
- Manual vs. Computer Based Techniques

3:30-5:00

## WORKSHOPS

Three major topics of interest will be selected by the attendees for discussions in small groups with a seminar leader.

## Third Day

8:15 a.m. Morning coffee

8:30

## II. METHODS OF EVALUATION (con't)

Information Analysis Techniques

- Identifying Opportunities
- Finding Pilot Locations
- Selecting Test Systems
- Operating Pilot Installations

Designing an Office Automation System

- Specifying Needs
- Selecting Equipment
- Integrating a Multi-Vendor System

12:15 p.m. Luncheon

1:30-2:30

## III. CASE STUDIES

Three case studies based on actual office automation experiences will be reviewed for current plans, short term results and long range plans

- The Insurance Company
- The Manufacturing Company
- The Law Firm

2:20-3:00

## IV. AN OFFICE WITH A FUTURE: SUMMATION